



Social Media Audit of Burn Boot Camp, Plymouth Meeting on Instagram and Facebook  
From May 18 to May 25, 2022

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July 24, 2022

## Background

Burn Boot Camp, Plymouth Meeting is a boutique physical fitness center that provides a combination of 45-minute muscle-building strength training and heart-racing cardio camps. [According to their website](#), their mission is to build confidence, happiness, and disciplines that transcend fitness into communities of mentally, emotionally, and physically strong women. This franchise, consisting of over 300+ locations, seeks to ignite a global health transformation originally created for women but has opened up to empower families as a whole.

## Platform About/Bio Assessment

After reviewing both Burn Boot Camp, Plymouth Meeting's platforms' bios, it's clear to see that they are different. Their Instagram bio is evidently more tailored to that platform with the use of emojis, while their Facebook bio is much more succinct, providing a less detailed description of the brand.

As far as Instagram, the list of items next to the emojis describes the value as well as the unique positioning of Burn Boot Camp. It also includes a link. It does not however, include the mission statement or point at the link to make it an official call to action. Overall I think it is an effective bio. One adjustment I would suggest is to define the call to action before the link.

As far as Facebook, the bio includes a shortened version of the mission statement for Burn Boot Camp. It also includes the contact information and other details such as hours. One thing it does not include is the opening date. Overall, I think it's an effective bio even without the opening date. However, I would advise the company to adjust the about section to include a little more detail on the company's mission and its value.

## What Burn Boot Camp, Plymouth Meeting Gets Right on Social Media

1. **Content Mix and Type:** According to our textbook, "[Essentials of Social Media Marketing](#)", 80 percent of content should not promote the brand and 20 percent of the content should promote the brand. The textbook continues to discuss that, "...it's important that a majority of the posts feature content that your target audience is interested in."

Burn Boot Camp Plymouth Meeting consistently posts content specific to their organization. Whether it's informative posts, or milestone posts,



it's content that is relevant to the service they are providing. They also have a nice balance of promotional content versus non-promotional content. Rather than almost forcing individuals to see this organization's value, they teach their following their value.

2. **Engagement Strategies for Content:** According to HubSpot's article, "[5 Proven Social Media Engagement Strategies for 2022](#)," most organizations know what engagement is but rarely know how to achieve it. The article states, "Engagement isn't always to produce. You have to be, well, engaging." It goes on to detail five ideas on how to be engaging in your content.

Burn Boot Camp Plymouth Meeting utilizes emojis in an engaging way, and some of their content follows these tactics Hubspot lays out. Asking questions, invoking expression, and providing incentives are three of the five tactics that this organization utilizes the most.

3. **Corporate Social Responsibility (CSR) Messaging and Corporate Storytelling:** According to the Forbes article, "[How Should Companies Communicate CSR on Social Media?](#)", "Telling the public that a company is dedicated to change is one thing, but empowering people to help execute the change themselves is another."

Burn Boot Camp Plymouth has been doing a good job in sharing their CSR initiatives. By sharing their CSR, they are enabling their following to participate in their efforts, which according to Forbes is absolutely essential.

The article also states, "...shifting the CSR content to focus on genuinely informative updates and nothing more to avoid audience burnout; wrapping CSR content with little-known facts, interesting quotes or breaking news related to the topic" are crucial to sharing their CSR in an appropriate manner. This organization has put much effort into keeping their CSR related content informative and relevant.

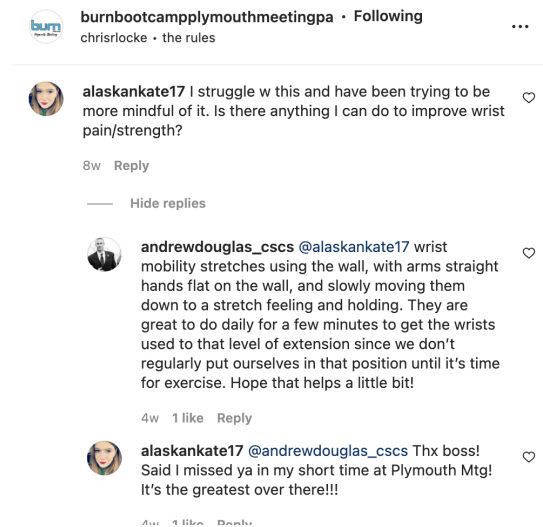


## What Burn Boot Camp, Plymouth Meeting Gets Wrong on Social Media

1. **Engaging Back to Followers:** According to Buffer's article "[How to Engage With Your Social Media Followers Quickly and Authentically](#)", "Engaging with your followers is a great way to build your brand. While the process can sometimes be time-consuming, there are tactics and tools that can help to minimize the time it takes for you to engage with your followers while staying authentic."

Burn Boot Camp Plymouth Meeting's social media is severely lacking in this arena. The article discusses the importance of reciprocating and responding to the interactions received on the content. This account has not been engaging back with their following on many of the posts; this could be detrimental to the overall brand, and when responding back to their following, it takes too long.

The article goes on to explain five creative types of responses including replying with a question or using an emoji, a gif, an image, or a video. Having a list of basic responses handy could do this organization a lot of good.



2. **Content Posting Schedule:** According to HubSpot's article, "[The Best Time to Post on Social Media in 2022](#)," "But it isn't enough to just post content to social whenever you feel like it – posting at some times performs better than others."

Burn Boot Camp Plymouth Meeting does not utilize a consistent and repeatable content posting schedule. This article notes the times between 6 p.m. to 9 p.m., 3 p.m. to 6 p.m., and 9 a.m. to 12 p.m. are the best times to post on Instagram. It also notes these as the best times to post for Facebook as well.

The article closes out by stating that each organization must tailor their approach to their audience. It concludes, "You might find that certain content types work better when posted at certain times." This organization should evaluate the current posts they have up and find those times that work best for them.

3. **Is their content effective:** According to Hootsuite's article "[21 Social Media Best Practices to Follow in 2022](#)", rule number seven is to cross post content to different platforms, but make adjustments. It goes on to state, "Tailor your content to what each social media platform excels at to cultivate meaningful engagement and drive traffic that can actually convert."

Some of Burn Boot Camp Plymouth Meeting's content is engaging, with more engagement on Instagram than Facebook. Tailoring the content from Instagram to Facebook, rather than just resharing to Facebook, could help this organization's



content be more effective on that platform.

The article also has a rule about asking your audience for feedback. It notes, “Social listening is great, but also make a point to directly engage your audience. Ask for their opinions and ideas, or fun questions to get to know them better.” By engaging more with their audience, this organization could learn more about what content is effective for the platforms and what isn’t.

## **Recommendations for how Burn Boot Camp, Plymouth Meeting Can Improve Their Social Media Program**

Burn Boot Camp Plymouth Meeting is a franchisee trying to grow their location. In order to grow their location via social media, they need to make some adjustments and utilize best practices. The following recommendations would help this organization improve their social media program; main recommendation is performing audits at specific intervals.

- 1. Engage back to followers.** According to Buffer, “A comment or some form of engagement is usually a sign that people love your social media content.” It’s so important to reciprocate and respond to the interactions you receive for many reasons. A simple “thank you” is a good place to start, but not where an engagement pattern should fall into. By utilizing other methods of response, this organization’s personality will truly show and entice their following to continue with their engagement.

Engaging back to comments and responses can be time consuming, but it doesn’t have to be. Burn Boot Camp Plymouth Meeting should implement some strategies that alleviate some of that pressure. Preparing a few variations of answers, having a selection of gifs chosen for various responses, and crafting some responses with emojis are three easy tactics this organization can employ to bring their engagement to the next level.

- 2. Follow a content posting schedule.** According to HubSpot, “Once you start posting regularly and have collected data, review it to determine when your audience is most active on the platform and what posting schedule they respond to the most.” It’s crucial to find what types of content work better at what times.

Burn Boot Camp Plymouth Meeting should perform a few tests. Post different content types at different times and see what works best for their following. Once that data is gathered, they can create an effective content posting schedule. And by following that schedule, their content will have a larger reach and should also receive more engagement.

- 3. Utilize effective content.** According to Hootsuite, “There’s no ‘one magical way’ to do social media marketing that works for everyone. But, there are a few universal pitfalls

that can sink anyone.” Knowing their audience and building a presence on the right social media networks are important to any successful social media program.

When performing the audit discussed in the previous recommendation, Burn Boot Camp Plymouth Meeting should take that a step further and expand the audit. They should also perform these audits regularly to ensure any changes in their audience are also tracked. Performing an audit on content types and successful posting times are just step one. The audit should ensure consistent branding and brand guidelines are being utilized. This detailed audit will aid the organization in creating effective and successful content.

## **Conclusion**

Burn Boot Camp Plymouth Meeting utilizes two platforms: Instagram and Facebook. While some of their content is effective, not all of their content is highly valuable. By focusing on the creation of a good content mix, creating engaging content, and communicating their CSR initiatives, this organization has created the initial stages of a successful social media program. However, by following the recommendations in this report, specifically performing valuable audits, they can likely increase not only their messaging but also the reach of their content. By creating and utilizing a detailed content schedule, and by engaging back to their following, Burn Boot Camp Plymouth Meeting will be able to gain a wider and a more engaged audience.

## Source List

Andersen, E. (2021). [How Should Companies Communicate CSR on Social Media?](#), Forbes.

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Lua, Al. (2017). [How to Engage With Your Social Media Followers Quickly and Authentically](#), Buffer Social Blog.

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## Addendum

### Day 1 – Wednesday, May 18, 2022

Platform & Reach	How Many Posts & When Content Was Posted/Time of Day	What Type Content — Video, Reel/ Image, Gif, Question	Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed	Brand/Org Engagement Back to Fans, Followers
Instagram 930 followers	3 posts total 8:37 AM 6:37 PM 8:05 PM	Core knowledge video Positive community video Funny core day reel	Video 1 - 292 views, 17 likes Video 2 - 349 views, 40 likes, 2 positive comments Reel - 59 likes, 15 very positive comments	No response (likes or replies) to the comments on the positive community video or the funny core day reel.
Facebook 683 followers	2 posts total 8:37 AM 6:37 PM	Core knowledge video Positive community video	Video 1 - 5 likes Video 2 - 8 likes	No responses required

### Brief summary of day's activity:

The core knowledge video post was posted on a Wednesday - a good day to post according to the textbook. It has a longer caption than it should, however it is an informative post that provides just enough detail to allow its length to be acceptable. The caption appropriately uses emojis (which according to the textbook posts with emojis get 17% more engagement) and a “title” to grab the reader's attention. They correctly tagged individuals, but did not tag the location. Also, there were no hashtags used which made its reach smaller than it could have been. This post is a good example of the 80 part in the 80/20 rule the textbook discusses as it does not promote the brand.

The positive community video was also posted on Wednesday (a higher engagement day). The caption is short and has an appropriate use of emojis. Individuals were tagged, but the location was not. Hashtags were not used and an attempt at a call to action was made. Adding a link or the know-how to “join the fun” would have made the call to action more successful. The video also features faces, which the textbook states increases likes by 38%. The comments were not



responded to by the company which could lead to a lack of engagement from the company's following on future posts. This post fits into the 20 part of the 80/20 rule as it promotes the brand, but in a positive, friendly manner.

The funny core day reel has a short and sweet caption, maybe a little too short. It's an engaging video with an upbeat sound and an emoji, but no tags or geotags. The video features faces (with filters) and received lots of comments, however, the comments were not responded to in any manner. This post is also a non-promotional post.

For the day overall, it's clear to see the company made a good attempt at posting appropriately. The 80/20 rule was in effect, but the lack of geotags and hashtags held back the posts' reach. Going forward, this company also needs to work on responding and engaging with their following to ensure that they continue to engage with their audience.

**Day 2 – Thursday, May 19, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	3 posts total  10:48 AM 12:18 PM 9:40 PM	Core challenge reel  Trainer command video  Pop up camp photo	Reel - 618 views, 37 likes  Video - 300 views, 34 likes, 1 positive comment  Photo - 11 likes	No response (likes or replies) to the comment on the trainer command video.
Facebook  683 followers	3 posts total  10:48 AM 12:18 PM 9:40 PM	Core challenge reel  Trainer command video  Pop up camp photo	Reel - 3 likes  Video - 9 likes  Photo - 2 likes, 2 shares	No responses required

**Brief summary of day's activity:**

The core challenge reel has a short caption with choice emojis being used. The first emoji at the end was used incorrectly; its intended purpose was to depict violence. So, while the textbook describes emoji use getting more engagement, this did not fall into that category. It also asked for engagement yet received none. No hashtags were used, but the individuals in the video were tagged correctly. This post wasn't a promotional post. And while it was fitness related, related to the company page it is on, it almost seems as if there is no purpose other than to initiate community interaction. The media itself also isn't very clear.

The trainer command video has a catchy title that potentially could make the reader want to hit the "more" option to read the rest. The media is clear, individuals were tagged, and it also was geotagged. The only face featured in the video was the trainers, but half of it was hidden by her hat. Slight movement is seen in the video which it could have done without. This post is a promotional post. It clearly connects the video's intended message to a call to action to join the gym.

The pop up camp photo was a collaborative post for a fundraiser. The non-profit it is fundraising for is tagged in the comment, but not tagged on the photo. The location of the event was also not geotagged. Two hashtags were used in the caption: one hashtag had a decent following but the other one does not. A thorough spelling and grammar check would have done this post some good.

For the day overall, the company followed a good mix of the 80/20 rule. However, there were a lot of issues I noticed when reviewing the posts. Hashtags weren't used, and if they were they didn't choose appropriate ones. Geotags weren't utilized, severely limiting the reach of the fundraising event. The use of a TikTok fitness challenge was a good effort to create diversity in their posts, but the final outcome was subpar. Going forward, they must ensure that when posting a video from TikTok to Instagram the media stays clear. And lastly, but most important, spelling and grammar needs to be checked before any post goes live.

**Day 3 – Friday, May 20, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	2 posts total  11:38 AM 12:46 PM	Strong wrists Fix Your Form Friday reel  Keep moving photo	Reel - 1,268 views, 44 likes, 3 comments  Photo - 12 likes, 2 comments	A response was made to the comment with a question.  No response (likes or replies) to the comments on the keep moving photo.
Facebook  683 followers	1 post total  12:46 PM	Keep moving photo	Photo - 14 likes, 1 comment	No response (likes or replies) to the comment on the keep moving photo.

**Brief summary of day's activity:**

The Fix Your Form Friday reel had a short caption with some flashy emojis. It requested engagement, and some of that engagement was answered (a little too late). A popular hashtag was also used in the caption. The actual media was visually appealing and the overall creation of the video was well done. It featured a face, which according to the textbook would get 38% more likes. This post was also a non-promotional post, it was informative and contained a good cue that anyone into fitness should know or learn.

The keep moving photo, while featuring a face, is a little blurry. Understandable because action shots are hard to get good still images of, but portrait mode might have helped in this case. The caption has a handful of grammatical errors, but has an overall positive and non-promotional message.

For the day overall, the 80/20 rule wasn't necessarily followed as no promotional posts were made. The media, use of hashtags, and emojis could have been better on the photo. But the reel had a good mix of all of that criteria. The reel also responded to the engagement that was left,

which is a positive change for this organization. Going forward, the organization should also consider adding in the use of geotags to their posts.

**Day 4 – Saturday, May 21, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	2 posts total  7:56 AM 12:06 PM	Bet on yourself boomerang  Swim club vendor fair photo	Boomerang - 299 views, 29 likes, 1 comment  Photo - 58 likes, 1 comment	A response was made to the comment with a question.  No response (likes or replies) to the comment on the photo.
Facebook  683 followers	2 posts total  7:56 AM 12:06 PM	Bet on yourself boomerang  Swim club vendor fair photo	Boomerang - 3 likes  Photo - 25 likes	No responses required

**Brief summary of day's activity:**

The bet on yourself boomerang was a reminder for a challenge the gym had running. It had a short caption, no emojis or hashtags, but it “featured” a face of an employee (trainer) at the gym. It asked for engagement via direct message, so from an outside perspective it is hard to tell if that engagement was answered. However, the comment that was left on the photo was answered; as far as I can tell, in a timely fashion. This was a non-promotional post as it was only relating to the challenge at hand, not trying to get new individuals to join the gym.

The swim club vendor fair photo wasn't so much a promotional post either. It was informing their following that the team was at a vendor fair and to go see them, most likely for their promotional pitch. The caption was short with no hashtags or emojis. The actual media that was used wasn't terrible either. Many factors could be in play as to why the individuals' faces weren't as clear as they could be. There also was a comment left on this post which did not receive a response of any kind. However, one thing this post did do correctly, is geotagged the location of the vendor fair.

Overall for the day, the organization lacked on their social media. Hashtags, emojis, requests for engagement, and actual engagement are things the organization needs to work on. With Saturday being one of the best days for posting on socials, this organization evidently didn't take that into consideration with these posts.

**Day 5 – Sunday, May 22, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	2 posts total  9:56 AM 5:36 PM	Protocol photo  22 Project/GA photo	Photo 1 - 33 likes, 2 comments  Photo 2 - 39 likes, 1 comment	A response was made to one comment on photo 1.  No response (likes or replies) to the comment on photo 2.
Facebook  683 followers	2 posts total  9:56 AM 5:36 PM	Protocol photo  22 Project/GA photo	Photo 1 - 2 likes  Photo 2 - 16 likes	No responses required

**Brief summary of day's activity:**

The protocol photo comes out each week on this organization's channels. So, for the media itself, my audit can't be too critical as the overall franchise's social media team creates them. The post however, asked for engagement. When it was given that engagement, no response was made. No geotag, no hashtag, no emojis which all limited its reach and engagement. Also, I wouldn't characterize this as a promotional post.

The 22 Project/Germantown Academy post could have been much better. Emojis were used, in my personal opinion, incorrectly. It made it harder to read, especially for some of the older generations that might follow the organization. No geotag was used, and this would have been a great time to use a geotag as it would have been showcased for that location's following. Tags were left in the comments rather than on the actual photo. According to the textbook, tagging makes posts stand out and easier to find. By not tagging the photo itself, it ended up being limited in its accessibility. I would say this is also a non-promotional post.



Overall for the day, considering it was a Sunday, the organization did not do a horrible job. The posts weren't great, but with Sundays not being an ideal day to post, I don't believe it was too detrimental to the organization. Better use of hashtags, emojis, and geotags are all noted for this day as well.

**Day 6 – Monday, May 23, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	1 post total  7:12 PM	Move different photo	Photo 1 - 19 likes	No responses required
Facebook  683 followers	1 post total  7:12 PM	Move different photo	Photo 1 - 5 likes	No responses required

**Brief summary of day's activity:**

According to the textbook, posts on Mondays get the most engagement. The organization only posted one photo, limiting the opportunities for engagement. The single post for the day was a branded post from the franchise's corporate team. It was a promotional post, making up for the last two days of non-promotional posts. No hashtags, no geotag, no emojis were used. Also, a very short caption, barely even  $\frac{1}{3}$  of what the textbook states should be used for captions, was utilized. Lastly, based on the time of day this post was made, it's clear that the organization didn't put much effort into social media for the day.

**Day 7 – Tuesday, May 24, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	1 post total  10:53 AM	Got your back photo	Photo 1 - 43 likes, 1 comment	No response (likes or replies) to the comment on the photo.
Facebook  683 followers	1 post total  10:53 AM	Got your back photo	Photo 1 - 23 likes	No responses required

**Brief summary of day's activity:**

Again, a day with only one post. This post was made at a not ideal time, according to the textbook. Nor did it feature any faces. Emojis were used, but hashtags and geotags weren't. The engagement received was also not replied to. It was a promotional post, but not a very obvious one; it was more so promotional for the members.

**Day 8 – Wednesday, May 25, 2022**

<b>Platform &amp; Reach</b>	<b>How Many Post &amp; When Content Was Posted/Time of Day</b>	<b>What Type Content — Video, Image, Gif, Question</b>	<b>Overall Feedback/Comments from Followers Note # of Like, / Comments, Shares... Overall Sentiment: Positive, Negative, Mixed</b>	<b>Brand/Org Engagement Back to Fans, Followers  Note Response Time to User if there was question/issue</b>
Instagram  930 followers	4 posts total  4:37 AM 12:15 PM 2:53 PM 7:33 PM	Replenish tiktok  Hard work photo  Challenge winner photo  Uvalde photo	TikTok - 31 likes  Photo 1 - 29 likes  Photo 2 - 37 likes, 2 comments  Photo 3 - 20 likes	No response (likes or replies) to the photo with two comments.
Facebook  683 followers	3 post total  12:15 PM 2:53 PM 7:33 PM	Hard work photo  Challenge winner photo  Uvalde photo	Photo 1 - 28 likes, 10 comments  Photo 2 - 28 likes, 2 comments  Photo 3 - 9 likes	No responses (likes or replies) to any of the comments on the two photos.

**Brief summary of day's activity:**

The replenish TikTok was a promotional post. It was describing a new item to the organization's nutrition line. No hashtags or geotags were used. But the caption did use emojis correctly. It was posted rather early, but it did fall before work times so I don't believe the timing was too detrimental to the post.

The hard work photo featured two faces, one being a member and one being a trainer at the gym. Hashtags and geotags weren't used, and the individual was tagged in the caption rather than in post. However, some emojis were used, helping to make the caption stand out. The textbook does not state how many hashtags is too many, but I would venture to say this is about the max number that should be used. The textbook also states that before and after work are the best times to post. While this wasn't posted at the worst time to post, it also wasn't posted at the best time.

The challenge winner photo featured a face, which according to the textbook should receive 38% more likes. No hashtags or geotags were used, but choice emojis were utilized. This post was sharing the winner of the contests that was recently going on at the gym. Engagement was received, but again no follow-up to the engagement is noted.

The Uvalde photo didn't really follow any rules for Instagram that were lined out in the textbook. It's a short caption, doesn't feature a face, no hashtags were used, and no geotags were used. One choice emoji was utilized at the end of the caption. With this post being more political, about a school shooting, there isn't much you can say. However, since it was such a big event I'm sure there was a trending hashtag. By searching for, and utilizing that trending hashtag, this post might have gotten a little more reach and maybe a little bit more interaction.

Overall for the day, the organization posted more than it has in the last few days. Using emojis, hashtags, and geotags might have helped get some of these posts some more engagement. Faces were featured, which is a plus, but the content in general was kind of lacking. According to the textbook, Mondays and Thursdays get the most engagement, so maybe saving the replenish advertisement TikTok for the following day would have helped the organization in the long run.